LARA WASHINGTON

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EDUCATION

Parsons School of Design, The New School — Aug 2026 – May 2027
M.S. Data Visualization

University of California, Los Angeles (UCLA) — Sept 2018 – March 2021
B.A. Communication | Honours: Dean's Honors List, summa cum laude

SKILLS

- **Programming:** Javascript (D3, Three.js, React, Node, Astro), Python, HTML/CSS, SQL, R
- **Design:** User Research, Usability Testing, Prototyping, Storyboarding, Wireframing, Data Storytelling
- **Tools:** Figma, Adobe CC, Miro, Tableau, Git/GitHub
- **AI Workflows:** Claude Code, Codex, Copilot, Cursor, Figma Make, Adobe Firefly, Ollama, HuggingFace
- **Languages:** Mandarin, French

EXPERIENCE

Pioneering Minds AI (non-profit) | *Go-To-Market Analyst* — May 2026 – Present

- Evaluated and re-designed brand positionings for Seed, Series A/B startups (DayBrew, TwoSevenths, OpsMeter)
- Developed AI-assisted workflow for event planning workflow: lead generation and outreach to speakers, sponsors, cross-channel event launch, promotion, and community management.
- Grew social reach 20%, converting 10k organic post impressions on LinkedIn into 15% uplift in event signups, 10% newsletter subscribers, and increased event turnout rate by 30%.

Haygarth (ad agency) | *Senior Account Manager* — June 2024 – Sept 2025

- Developed and ran a £1.4MM product campaign for ZYN 3.0 end-to-end, collaborating and coordinating cross-function teams (strategy, creative, production, post-prod, and client) .
- Designed an approval-gated batched workflow for asset delivery, implemented across 6 teams, and reduced creative review turnarounds by ~15%.
- Analysed campaign performance data and commercial forecasts in Excel and translated quantitative data into business narratives for client and internal stakeholders with executive summary charts and PPT presentations.

We Are Futures (ad agency) | *Senior Account Manager* — Aug 2023 – June 2024

- Designed and launched a new education curriculum for Scottish Water, working with educators to storyboard, prototype, and user-test interactive teaching materials, online modules, and games.
- Developed templates for digital marketing content (landing page, email, social media) to reach teachers and schools.
- Analysed monthly campaign performance in PowerBI and Google Analytics, translated metrics from A/B testing into summaries and recommendations unlocked +10% incremental FY24 budget for always-on testing and reporting.

USC Annenberg Center for the Digital Future | *Research Assistant* — Jan 2019 – Mar 2020

- Collected data from 34+ countries for the *Digital Future Project (2018), World Internet Project (2018), and Future of Money and Banking (2018)* and conducted quantitative analysis using SPSS, and QA.
- Created data visualizations and infographics of key findings for the website and social media channels to promote the report.

TECHNICAL PROJECTS

Project Rolo | *Open-source AI desktop companion (https://larawashington.github.io/rolo.dev/)* — Mar – May 2026

- Designed a desktop pet product end-to-end with a memory-storing system architecture and fine-tuned an LLM(Gemma 3 4B) using LoRA for its voice & personality. Deployed model on HuggingFace.
- Created character designs and sprite animations for Rolo.
- Wireframed and designed UX/UI for the launch website, and executed front-end development in Astro.js.
- Developed a full AI-workflow with agent and skill files for production, and created tooling and a hybrid search system for Rolo's LLM for token-efficiency and better response-rates.

LEADERSHIP

Data Viz Club @ Parsons | *Co-chair, Head of Program & Events* — Aug 2026 – Present

- Organised data-viz events with speakers (Giorgia Lupi, Mona Chalabi, Alvin Chang), workshops (Figma, coding), and social events to engage students with the wider data-viz community.